



International Association
of Business Communicators
EMENA Region

EuroComm 2017 **LONDON**

Partner with us to elevate your brand

#EuroComm17 • London, UK • 27-28 March

Hosted by the IABC EMENA Region Board, EuroComm is a premier communication event - and we invite you to become part of it. To make this the best possible investment for your organisation, we've designed packages that will give you sustained visibility and create close connections with our influential audience of communication professionals.

You can select from a variety of sponsorship packages or work with us to customize offerings to fit your specific needs. We can create a comprehensive marketing package designed to maximize your organization's visibility and expand your client base. We provide opportunities to increase awareness of your brand, product, or service with the best communicators in the world and reach your target audience of decision-makers and influencers.

EuroComm provides an opportunity to enjoy a generous package of marketing benefits that give you direct access to IABC's EMENA membership base – and beyond; at last year's conference our Twitter reach exceeded two million.

Sponsor benefits and recognition options include exhibit booths, conference registrations, advertisements, mailing lists and web links. Each sponsorship opportunity is a comprehensive marketing package designed to maximise your organisation's visibility and expand your client base. Bespoke packages can be developed to suit specific business objectives and budgets.

By sponsoring #EuroComm17, you will:

- Increase your brand exposure and visibility
- Create valuable connections with over 100 senior communicators in attendance
- Share your own insights and professional acuity during a sponsor presentation slot
- Align your business with one of the world's most respected communication associations
- Demonstrate a shared value system for improving global business communication

Would your company benefit by connecting with top EMENA communicators from more than 20 countries across EMENA? Let IABC help you reach the top professionals in PR, Marketing, and Internal Communications at this key event in 2017.

We offer four sponsorship tiers: **Platinum partner**, and **Gold, Silver** and **Bronze sponsors**.

To view all the details for each sponsorship tier, and to find out more about media partnership opportunities associated with #EuroComm17 visit our website, iabcemena.com or email us at eurocomm@iabcemena.com.

About EuroComm

EuroComm is the IABC EMENA Region's regular forum for international business communicators. Due to its proven success over the last few years, this previously biennial event now takes place annually.

IABC EMENA's 13th EuroComm conference will be held in **London from 27-28 March 2017**. More than 150 business communication professionals — decision makers in leading companies and organisations across the region — are expected to gather to learn the latest developments and best practices in communication and make the connections that will advance their communication programmes and careers.

The theme of our conference, **TRANSFORMATION: Adapt • Invent • Evolve** is a key aspect of an ever-changing and growing profession. As individuals and as communications professionals we are constantly reinventing ourselves, needing to keep pace with technology, new audience preferences and the evolution of our role within our organisations. With a potential "Brexit" in the offing many are also contemplating the impact of this historic move, within the ever-changing political, social and workplace landscape in which we operate.

High-quality content

Creative solutions and innovative ideas come from all corners of the world, and a line-up of international speakers aims to expand our thinking with startling perspectives, useful insights and concrete examples that apply a global lens while remaining relevant to our regional experiences. Our design team selects only the very best speakers who have what it takes to deliver a stellar presentation that addresses today's most critical communication issues.

Sessions are varied, and take the form of keynote speeches, traditional presentations, case studies and rapid-fire talks, panel discussions and workshops.

Content is drawn from a range of disciplines: communication skills, leadership and strategy; employee engagement and internal communication; marketing and brand communication; media relations, reputation management and traditional PR; as well as having a focus on technology and new media/channels.

About the EuroComm audience

The IABC EMENA (Europe, Middle East and North Africa) region is home to over 400 members. We conduct a variety of events throughout the year, at international and chapter (national) level, including professional development seminars, speaker programmes and social networking gatherings. These are attended by IABC members and non-members alike.

Globally, IABC specialises in educating communication professionals to advance their organisations with immediate solutions that build on long-term problem-solving. The return on investment for conference attendees is real and measured – more than 80% give their overall EuroComm experience a score of at least 4.5 out of 5. They say they return to their place of work with a fresh take on new possibilities, an understanding of what it takes to make a real contribution and armed with the knowledge and skills they need to drive communication efforts that make a difference.

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The results of a recent global IABC survey tells us that 75% of our members in the EMENA region are over the age of 35. Almost half (44%) are Strategic Advisers and about a third (37%) are Business Leaders - they are



executives and decision-makers within their organisations, and tend to be influencers among their peers and the wider communication profession. Almost half 42% work for large corporates, and 32% are consultants or agency-based.

How we will be marketing #EuroComm17

We promote the conference through a number of channels, including:

- through social media (LinkedIn, Twitter and Facebook)
- online via our website, blog and conference promotion pages
- in editorial pieces in the media
- direct mailings to our 400+ members in the EMENA Region
- via other IABC regions and chapters to the 10,000+ IABC members worldwide
- via partnerships with other professional communication associations and collectives

About IABC

The International Association of Business Communicators (IABC) is recognised as the professional association of choice for communicators who aspire to excel in their chosen fields. IABC members work in some of the world's most prestigious corporations and consulting firms with members in more than half the Fortune 500 companies and in 90 of the Fortune 100 companies.

With an average annual department budget of US\$4 million, they are responsible for developing and executing strategic internal and external communication plans for corporations, governments, non-profits, educational institutions and consulting firms around the world.

What makes IABC unique?

- IABC is the only international membership association for communicators in business
- IABC members are at the mid-to-senior career level and are represented in all industries
- IABC is the oldest and most highly regarded global trade association for communicators

IABC members are employed in corporations (39%), and are also found in consulting firms (20%) government/military (8%), education (5%), NGOs (3%) and "other" (25%) including writing/editing firms, utilities, etc.

IABC members hold positions of influence — and have spending power.

- 35% of members hold one of the following titles: CEO, President, Officer, Partner, Vice President, Managing Director, Director, Practice Leader, Principal
- 22% of members hold the title of Manager (often viewed as Director level)
- These members "influence-up" the Directors/Managers they report to, researching and presenting their findings to these decision-makers
- IABC has thousands of members around the world (60% US, 25% Canada, 6% Europe, 5% Asia Pacific, and 4% Africa/Middle East)

The IABC has had members in Europe since the 1970s. The first chapter in Europe (IABC UK) was founded in 1979 and remained the only chapter outside of North America until the 1990s. By 2004, as one of three geographical regions outside North America, the regional body served over 300 IABC members in 35 countries – in Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Israel, Italy, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UAE and the UK.

Today the IABC EMENA (Europe, Middle East and North Africa) Region is well-established, with chapters in the UK, France, Belgium, Russia, Slovenia, Switzerland and the Netherlands plus a group of collaborative and enthusiastic members-at-large in more than 20 countries. We also have two development chapters: Ireland and the Gulf (formed in 2016).

